



Rich Media Policy

The following policy applies to all campaigns using rich media and fees associated with third party media.

1. A \$2.00 CPM Rich Media Premium above rate card applies to all ads that extend outside the standard ad size. This includes expandables, pop outs, pop ups, and audio.
2. All third party fees (Pointroll, Eyeblaster) are to be paid by the advertiser directly.
3. On a case-by-case basis, Off-Road.com will pay third party media fees. In that case, the following applies:
 - Third party rich media fees will be passed through to client via invoice from ORC for exact amount of those fees.
 - This service is subject to a \$250 administrative fee, per campaign to be billed upon campaign completion.
 - If campaigns are extended, additional administrative fees may apply.
4. All rich media campaigns are void unless this policy is reviewed and signed by the advertiser or representative agency.

Advertiser/Agency Signature

Date